

1. A software appliance apparatus for receiving broadcast content information having at least one software application comprising:

5 a central processing unit;

a memory module contained within said software appliance apparatus and
electrically coupled to said central processing unit;

10 a data structure contained and stored on said memory module, said single reference data structure capable of receiving and storing said broadcast content information, said broadcast content information processed by said central processing unit such that the software appliance apparatus receives the content information and processes the at least one software application therewith;

15 an application program interface for providing a single unified access interface to the software application, wherein all of said content information is accessed through said application program interface; and

20 a monitoring and billing module, coupled to the memory module, to monitor activity of the at least one software application and to bill a recipient based on the activity monitored.

2. The software appliance apparatus according to claim 1, wherein the

20 apparatus operates within a Digital TV Application Software Environment (DASE).

3. The software appliance apparatus according to claim 1, wherein the data structure is Program and System Information Protocol (“PSIP”) compatible.

4. The software appliance apparatus according to claim 1, further comprises a disk reader, coupled to the central processing unit, to read content on a source disk and transmit it to the data structure as the broadcast content information.

5 5. The software appliance apparatus according to claim 1, wherein the software appliance further comprises a personal digital assistant (PDA) device connection for connection to a PDA device enabling the PDA device to access the at least one software application.

10 6. The software appliance apparatus according to claim 1, further comprising a display, coupled to the application program interface, to display the at least one software application during use.

15 7. The software appliance apparatus according to claim 1, wherein the broadcast content information is generated within the software appliance locally.

8. The software appliance apparatus according to claim 7, further comprising a set top box, coupled to the data structure, to receive the broadcast content information for rendering on a display device.

9. A method for utilizing broadcast content information having at least one software application, comprising:

receiving a broadcast content information data stream, comprising the at least one

software application;

5 processing the broadcast content information to access the at least one software

application;

collecting component data from the broadcast content information data stream;

storing the collected data in a data store;

accessing a data channel identified in the collected data; and

rendering the at least one software application found within the accessed data.

channel for display and for utilization by a user.

10. The method according to claim 9, wherein the broadcast content information is based on a Digital TV Application Software Environment (DASE) framework.

15. The method according to claim 9, wherein the data stream is Program and System Information Protocol (“PSIP”) compatible.

20. The method according to claim 9, wherein the broadcast content information data stream receiving step includes the step of reading content on a source disk.

25. The method according to claim 9, further comprising the step of monitoring usage of the at least one software application by the user.

14. The method according to claim 13, further comprising the step of billing the user for the usage of the at least one software application as monitored.

15. A computer-readable code product utilized within a programmable computer environment for utilizing broadcast content information having at least one software application, the product comprising:

computer readable code for receiving a broadcast content information data stream,

5 comprising the at least one software application;

computer readable code for processing the broadcast content information to access the at least one software application;

computer readable code for collecting component data from the broadcast content information data stream;

computer readable code for storing the collected data in a data store;

computer readable code for accessing a data channel identified in the collected data; and

computer readable code for rendering the at least one software application found within the accessed data. channel for display and for utilization by a user.

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16. The product according to claim 15, wherein the broadcast content information is based on a Digital TV Application Software Environment (DASE) framework.

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17. The product according to claim 15, wherein the data stream is Program and System Information Protocol (“PSIP”) compatible.

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18. The product according to claim 15, wherein the broadcast content information data stream receiving code includes computer readable code for reading content on a source disk.

19. The product according to claim 15, further comprising computer readable code for monitoring usage of the at least one software application by the user.

20. The product according to claim 19, further comprising computer readable code for billing the user for the usage of the at least one software application as monitored.

21. A set top box that receives and interprets an audio/video signal for play on an audio/video device and that also receives broadcast content information having at least one software application, the set top box comprising:

- 5 a signal receiving input device;
- a central processing unit, coupled to the signal receiving input device;
- an audio/video translation device, coupled to the signal receiving input device, to convert the audio/video signal for output;
- 10 a memory module contained within said software appliance apparatus and electrically coupled to said central processing unit;
- 15 a data structure contained and stored on said memory module, said single reference data structure capable of receiving and storing said broadcast content information, said broadcast content information processed by said central processing unit such that the software appliance apparatus receives the content information and processes the at least one software application therewith; and
- an application program interface for providing a single unified access interface to the software application, wherein all of said content information is accessed through said application program interface.

20 22. The software appliance apparatus according to claim 21, wherein the apparatus operates within a Digital TV Application Software Environment (DASE).

25 23. The software appliance apparatus according to claim 21, wherein the data structure is Program and System Information Protocol (“PSIP”) compatible.

24. The software appliance apparatus according to claim 21, further comprises a disk reader, coupled to the central processing unit, to read content on a source disk and transmit it to the data structure as the broadcast content information.

5 25. The software appliance apparatus according to claim 21, wherein the software appliance further comprises a personal digital assistant (PDA) device connection for connection to a PDA device enabling the PDA device to access the at least one software application.

10 26. The software appliance apparatus according to claim 21, further comprising a display, coupled to the application program interface, to display the at least one software application during use.

15 27. The software appliance apparatus according to claim 21, wherein the broadcast content information is generated within the software appliance locally.

28. The software appliance apparatus according to claim 27, further comprising a monitoring and billing module, coupled to the memory module, to monitor activity of the at least one software application and to bill a recipient based on the activity monitored.